

# Structuring Your Press Release for Effective Storytelling

Mandy Menaker

Head of PR and Brand Development at Shapr

@mandymenaker

# OVERVIEW

- How to find a good story for your release
- What to include in your release
- Activity: create your own release
- Wrap up – key takeaways

# How To Find A Good Story For Your Release



#PRNEWS | @mandymenaker

# Look For Stories That Are

- **Timely** – Why does this month make sense for this announcement?
- **Big** – Why is this interesting news for someone other than my team?
- **Complete** – Do I have everything necessary for a journalist to cover this story?

# Launches/Fundraising News

## Shapr Raises \$3 Million For Its Business Networking Mobile App

Posted Jan 20, 2015 by [Sarah Perez \(@sarahintampa\)](#)



# New Locations

From the ashes, Say-Boy opens new location after fire

by John Mark Shaver STAFF WRITER 22 hrs ago  (0)

The Exponent  
**Telegram**

# Awards

Atrium Medical Center  
division earns award for  
clinical excellence



[Eric Schwartzberg](#) - Staff Writer

3:44 p.m Sunday, April 16, 2017 Filed in [Middletown](#)

**JOURNAL-NEWS**

# Key Hires

## Apple hires secret team for treating diabetes



Apr 16th 2017 11:50AM

# Aol.



# Major Product Updates

## Custom status messages are coming to Slack

Posted Apr 13, 2017 by [Matthew Lynley \(@mattlynley\)](#)



#PRNEWS | @mandymenaker

# Rebrands

COLLEGE FOOTBALL

## The Rice Owls have a new logo, and it's pretty sweet

*The Owl has been Rice's mascot since the 1900s.*

by **Morgan Moriarty** | Apr 11, 2017, 4:17pm EDT



TWEET



SHARE



PIN



REC

**SB★NATION**

# Special Events

**Springfield event for teens combines job fair with basketball tournament**

AP, 9:55 AM

**[boston.com](https://www.boston.com)**

#PRNEWS | @mandymenaker

# What To Include In Your Release



# **Catchy Title Helps Startup Get Covered in The Wall Street Journal**

Write your headline as if it were a front page article. Use an active, appealing headline that creates intrigue without overselling your story, and convince a journalist to read on...

# Keep Your Title Short

## **Bad:**

Turtle Dove, a Technology Startup, Partners with Leading Consumer Shoe Company to Launch A Series of New Shoes

## **Better:**

Turtle Dove and Nike Debut New Shoe Line

# Minimize Unnecessary Hype

## **Bad:**

SleeperBee Website Giving Away The Best and Softest Pillows Ever To College Students At Absolutely No Cost

## **Better:**

SleeperBee Website Will Give Away Free Pillows To College Students

# Be Active

**Bad:**

SuperTech Announces \$3M in New Funding

**Better:**

SuperTech Raises \$3M in Series A Funding



# Create Intrigue To Read On!

**Bad:**

New Grants Offered For Students

**Better:**

Applications Now Open For the Freeman Grant

# Date and City

<City>, <State> - <Date>

New York, NY – May 2, 2017

Provide a timestamp and location (if possible).

# Who, What, Where, When, Why

**New York, NY - September 16, 2016** - [Fit Small Business](#), a website that provides “how-to” articles for small businesses, announced today the promotion of Priyanka Prakash to Managing Editor. This position was created to support the growth of the editorial team. Concurrently, the company announced that it had hired Crystalynn Shelton, Christy Hopkins, and Chris Bacon to respectively head coverage of Accounting, HR, and Retailing.

Source: Fit Small Business Blog, <http://fitsmallbusiness.com/press-release-examples/>

# A Strong, Usable Quote

- Use full name, title and company
- Offer more than just a retelling or quote about your excitement – share something new
- Make it tweetable, conversational and interesting
- Have someone relevant and important from your team comment, or find a suitable alternative (board member, teacher in your program, etc)

# A Strong, Usable Quote

## **Bad:**

“Shapr is excited to have raised \$3million, which will help us to build our networking app and market our product in the US.”

## **Better:**

“We truly believe there is nothing more important in life than meeting new people,” says founder Ludovic Huraux. “Talking with new people is a unique source of inspiration. Interacting with other professionals ignites ideas, opens career doors and builds a network of trusted contacts for guidance and support. Shapr’s mission is to make networking so seamless and meaningful that it becomes a lifestyle.”

# Vital Background Information

- Add a paragraph of background information on your company or client, including a website or social handles you'd like mentioned.

TattooFinder.com is an Internet-based company located in Denver, Colorado owned by Lou Bardach, Rachael Bardach, Brett O'Connor, and Brad Hutchison. Lou, Brett, and Brad have worked in the Internet applications development, graphic design, and online marketing fields since the mid 1990's and Rachael has been tattooing for 15 years. The TattooFinder.com website was launched in January 2003, and members of this team have been selling tattoo flash since the early 1990's.

Source: [http://www.prweb.com/releases/tattoofinder/tribal\\_tattoos/prweb493964.htm](http://www.prweb.com/releases/tattoofinder/tribal_tattoos/prweb493964.htm)

# Contact Details For More Info

Your goal is to have a straightforward press release that is ready to go to print, but make sure you include a press contact in case the journalist needs extra quotes, photos or information!

# Activity – Quotes and Headlines!





# Wrap Up: Key Takeaways

1. Find a timely reason for your release
2. Start with a catchy but straightforward title
3. Include a superb quote that adds to the story
4. Share the who, what, where, when
5. Figure out the why, and sell that

# Thank you!

Mandy Menaker  
Head of PR and Brand Development at Shapr  
[@mandymenaker](#)

#PRNEWS | [@mandymenaker](#)